

Where the Conversion Leaks Are

yahoo.com · CRO Recommendations · August 2026

The homepage's lack of a clear value proposition and dominant CTA, combined with a consent wall that blocks content, is bleeding traffic and conversion. The most valuable mechanism is guiding first-time visitors to a single, clear action (sign in or explore top stories), but the current design presents multiple competing CTAs and no H1, while the consent wall adds friction before any content is seen.

B

Overall (80/100)

10

Findings

1

Verified by measurement

2.1–10.0 orders / 1k visits

Sized opportunity

Prioritised findings

#	Finding	Severity	Effort	PXL
1	Consent wall blocks content The homepage is gated behind a privacy consent wall that must be dismissed before any content is visible...	Urgent	Medium	5/10
2	Multiple competing CTAs The homepage presents several competing primary CTAs (Sign in, See more stories, See forecast) without a...	High	High	5/10
3	No hero message The homepage lacks an H1 and a clear value proposition, so visitors arriving with a specific intent (e.g....	High	Medium	5/10
4	Path bypass via nav links The navigation provides direct links to external Yahoo properties (Finance, Sports, Mail) that bypass the...	High	Medium	5/10
5	Rotating hero headlines The article page displays multiple H1s, creating a rotating hero effect that confuses the primary topic and...	High	Low	5/10
6	Missing H1 heading The homepage lacks an H1 heading, which is a missed opportunity for SEO and user orientation, as the page's...	High	Low	5/10
7	No trust signals The homepage lacks any trust elements (guarantee, security badge, contact route) which may reduce user...	High	Medium	5/10
8	Misleading price signals The homepage displays dollar amounts that appear to be prices but are actually article content, creating a...	High	Low	5/10
9	Overloaded sports nav menu The sports article navigation presents 19 top-level items, causing choice overload and diluting focus from...	High	Medium	5/10

#	Finding	Severity	Effort	PXL
10	Weak page metadata Search and social previews are degraded: meta description, Open Graph tags are missing or outside recommended...	Medium	Medium	5/10

How to read this

Findings marked **verified** were measured directly and are reproducible. Everything else is a hypothesis derived from inspecting the live pages, which is why the PXL evidence questions score zero for those items. Sized opportunities describe the prize if a change works, not expected revenue: roughly 10–30% of A/B tests produce a significant win, and winners tend to overstate their true effect.

Full report, evidence and developer specifications: [open index.html](#) from this bundle